

EFFECTIVE DATE: June 14, 2007 SUBJECT: Advertising Policy for Meadow City Express

A-07-174

**AN ADMINISTRATIVE REGULATION ESTABLISHING POLICIES AND PROCEDURES
FOR ADVERTISING ON MEADOW CITY EXPRESS VEHICLES AND PROPERTY**

1.0 PURPOSE:

- 1.1 To create opportunities to strengthen the partnership between Meadow City Express and private enterprise by developing professional advertising, promotion, marketing, and sponsorship programs in order to increase revenues for Meadow City Express. This is a great opportunity for businesses to advertise products and services. Meadow City Express vehicles travel an average of 125,000 miles per year within the Las Vegas area and serve over 16,000 passengers annually. Advertising on Meadow City Express vehicles and property gives businesses greater visibility and good public relations as businesses support Meadow City Express.

2.0 APPLICABLE TO:

- 2.1 Meadow City Express, the general public and private enterprises seeking to advertise on Meadow City Express vehicles and property.

3.0 DEFINITIONS:

- 3.1 "Advertising," means the purchase of space on Meadow City Express vehicles and city-owned property serving as base of operations for Meadow City Express.
- 3.2 Sponsorship" means financial or in-kind support for specific events.

4.0 POLICY:

4.1 The following standards for advertising and advertising copy shall apply to any advertisements on Meadow City Express property. No advertising will be permitted which:

- 4.1.1 Is prohibited by federal, state, or local laws;
- 4.1.2 Is false, misleading, libelous, deceptive, or offensive to the moral standards of the community, or contrary to good taste as determined by Meadow City Express;
- 4.1.3 Relates to an illegal activity;
- 4.1.4 Contains obscene material as determined by community standards and Meadow City Express;
- 4.1.5 Advertises alcohol or tobacco products;
- 4.1.6 Includes language which is obscene, vulgar or profane;
- 4.1.7 Implies an endorsement by any government agency affiliated with Meadow City Express for the product service;
- 4.1.8 Promotes a commercial transaction that is expressly prohibited by federal,

- state, or local law or regulations;
- 4.1.9 Advertising copy, which is contrary to the best interest of the City, the public transit system or which may result in public criticism of the City, the public transit system or transit advertising;
- 4.1.10 Advertising by, or on behalf of any candidate for political office or politically based initiatives;

5.0 PROCEDURES:

5.1 The City Manager upon the recommendation of and through the Meadow City Express Manager will designate space that is appropriate and available on Meadow City Express vans and City-owned property for advertising and the value of the advertising space.

5.2 From time to time, Public Notice of Advertising Space Availability will be published at least once in a public newspaper, and may be posted in public places. Notice of advertising space availability may also be indicated on Meadow City Express vans.

5.3 Application for Advertising will be made on forms provided by Meadow City Express. Applications made on the required forms and accompanied by a minimum 25% deposit will be considered on a **FIRST COME FIRST SERVE BASIS AS INDICATED BY DATE RECEIVED AND ACCEPTED.**

5.4 Should an applicant fail to complete the application thru no fault of Meadow City Express, the applicant's deposit will be forfeited.

5.5 Meadow City Express thru its designee may designate space appropriate and available on Meadow City Express property that recognizes sponsors, donors or contributors such the City itself or non-profit organizations.

5.6 Advertising signs (magnetic if to be placed on vans) are to be purchased by the applicant after the advertising application has been received and approved. The size of the sign must be of the size approved by application and conform to 4.0 above.

5.7 Advertising shall be for a period of one year from 30 days after the application is approved or after the sign is placed on the vehicle.

5.8 Meadow City Express will make every effort to assure that the signs are not damaged, lost or stolen, but is not responsible for replacement of damaged, lost or stolen signs.


5.9 Revenue from advertisements and sponsorships shall be deposited in a revenue account under Meadow City Express for the continued operation of the public transportation service and transit facilities. Funds to be deposited within 24 hours of receipt or the next working day.

6.0 FEES:

6.1 The Meadow City Express through its designee will evaluate the value of the advertising space on a periodic basis and submit fee changes to the Governing Body for authorization.

6.2 Authorization by the Governing Body in the form of a resolution will be adopted from time to time, setting forth the fees for advertisements based on size and locations of advertisements and other criteria.

REVIEW AND APPROVALS:

REVIEWED BY:  6/14/07
Elmer J. Martinez Date
Community Development Director

REVIEWED BY:  6-14-07
Matt Sandoval Date
City Attorney

APPROVED:

 6-14-07
John Avila Date
City Manager

**CITY OF LAS VEGAS
RESOLUTION NO. 07-17**

A RESOLUTION ESTABLISHING ADVERTISING FEES FOR MEADOW CITY EXPRESS VEHICLES.

Whereas, the City of Las Vegas operates a public transportation service know as Meadow City Express; and

Whereas, Meadow City Express has established Administrative Regulation A-07-174 concerning procedures for soliciting, selling and placing advertisements on vehicles and property.

Whereas, under section 5.0 Procedures of said Administrative Regulation, authorization by the Governing Body in the form of a resolution, to be adopted from time to time, setting forth the fee structure for advertisements based on size and location is required.

NOW, THEREFORE BE IT RESOLVED THAT ANNUAL FEES FOR ADVERTISING ON MEADOW CITY EXPRESS VEHICLES ARE AS FOLLOWS:

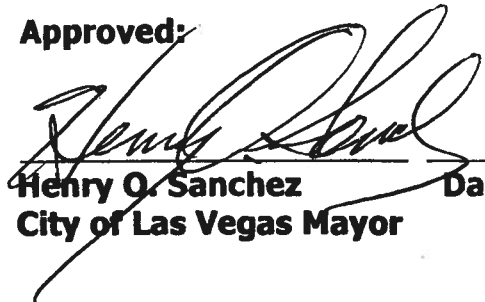
- ☐ **10" x 14" ad outside bus \$275.00 annually**
- ☐ **21" x 21" ad for left rear door \$400.00 annually**
- ☐ **13" x 21" ad for right rear door \$350.00 annually**
- ☐ **18" x 22" ad on passenger side right rear door \$375.00 annually 22" x 22" ad on passenger side left rear door \$400.00 annually or both doors \$650.00 annually**
- ☐ **22" x 24" ad on passenger side rear panel \$450.00 annually**
- ☐ **18" x 30" ad on passenger side middle panel \$400.00 annually**
- ☐ **18" x 32" ad on driver side rear panel \$400.00 annually**
- ☐ **22" x 36" ad on driver side middle panel \$500.00 annually**

Revenue from advertisements and sponsorships shall be deposited in a revenue account under Meadow City Express for the continued operation of the public transportation service and transit facilities. Funds to be deposited within 24 hours of receipt or the next working day.

This Resolution shall become effective immediately after adoption.

PASSED, APPROVED AND ADOPTED THIS 20th DAY OF June, 2007.

Approved:

 6/26/07
Henry O. Sanchez Date
City of Las Vegas Mayor

Attest:

 6/26/07
Cheryl Ann Yara Date
City Clerk

**MEADOW CITY EXPRESS
ADVERTISING APPLICATION**

NAME: _____

BUSINESS: _____

ADDRESS: _____

TELEPHONE: _____

1st Choice Ad: _____

Location On Vehicle: _____

2nd Choice Ad: _____

Location On Vehicle: _____

3rd Choice Ad: _____

Location On Vehicle: _____

**NOTE: A PROOF OF YOUR ADVERTISEMENT MUST BE PROVIDED TO MCE
FOR APPROVAL PRIOR TO HAVING YOUR MAGNETIC ADVERTISING SIGN
COMPLETED. (ATTACH SAMPLE OF ADVERTISEMENT)**

Approved Advertisement Space: _____

One Year Advertising Period: _____ **thru** _____

ANNUAL FEE \$ _____

25% DEPOSIT \$ _____

BALANCE DUE \$ _____

For Office Use Only

Date: _____

Time Rcvd: _____

Rcvd. By: _____